

AMERICAN TOBACCO CHRISTMAS PACKINGS

Shipments of Pall Mall King Size, Lucky Strike regular, and Tareyton 100's are being made in the attractive Christmas wrappings illustrated below.

The richly designed cartons for Pall Mall Gold 100's (cup and box), Pall Mall Menthol 100's (cup and box), and Silva Thins (Filter and Menthol) will also be most appropriate for inclusion in colorful Christmas displays.



Dummy Christmas cartons and Christmas sleeves for Pall Mall King Size, Lucky Strike Regular and Tareyton 100's for counter displays, window displays or other types of displays are also available.

American Tobacco Company also offers the following attractive Christmas point-of-sale material: a three brand poster, in color, featuring Pall Mall Gold 100's, Tareyton 100's and Lucky Strike Regular; a top card for 27 package and four carton display units; and Pall Mall 100's and Tareyton 100's shelf talkers.

REYNOLDS' GIFT CARTONS HELP "WRAP UP" EXTRA HOLIDAY SALES

Wrapped 'N Ready Gift cartons of Winston, Salem and Camels in full-color foil will soon be brightening the holiday sales picture in stores from coast-to-coast. Also in their glittering best for Christmas giving are the full line of Reynolds' smoking tobaccos, including Prince Albert, Carter Hall and Madeira Mixture.

These pre-wrapped cartons and packages have become holiday gift favorites in stores from coast-to-coast because of their sales catching convenience and traditional appeal. Besides helping retailers "wrap up" extra cigarette and tobacco business, they stimulate additional holiday traffic.



Reflecting the spirit of the season are such bright and versatile sales aids as decorative carton counter displays and festive two-sided ornaments — all adding a bright new dimension to profitable holiday selling.

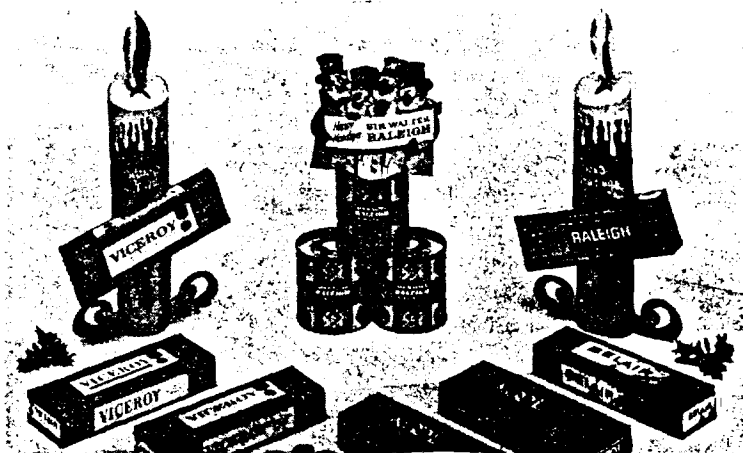
The "Happy Holiday" spirit will also be reflected in special TV advertising support and over 13,000 traveling billboards on Railway Express trucks — all designed to pre-sell your customers.

December 1968 Tobacco Leaf

George Named Larus Chairman As Rothmans Exec Becomes President

Following the purchase of Larus & Bro. Co. by Rothmans of Canada, Ltd., W. Brooks George, who joined Larus in 1937 and was its president since 1962, was named board chairman, a new post. J. Anthony Gauntley, formerly vice president, sales, for Rothmans, was elected president of Larus.

Other Rothmans companies will join Rothmans of Australia, Rothmans of New Zealand and Martin Brinkmann of Germany in marketing Edgeworth pipe tobacco and other Larus brands.



Left: American Tobacco Co.'s Christmas packagings include 5 varieties of Pall Mall, Lucky Strike, Tareyton and Silva Thins. Below: R. J. Reynolds holiday-wrapped cigarette entries comprise Winstons, Camels and Salems.



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